

French Broad Hustler

And Western Carolina Democrat.

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HENDERSONVILLE, N. C.

Thursday, February 10, 1916.

"GINGLES JINGLES"

THE PRESENT.

Since yesterdays are has beens and tomorrows are not here, it's up to us to live the now and fill it full of cheer. How many people waste their lives who live in constant dread of what the morrow will bring forth. They fret and lose their head. Their clairvoyant dope is punk. Their gleamings on the blink. Their thoughts if classified would make the mental missing link. There was a time when we were right, and not so long ago. When we enjoyed the present; past and future had no show. We lived the sermon on the mount. Took heed but for today, but somewhere, somehow we branched off and lost our blooming way, and now we're always out of sorts and always in a mix. Our wisdom is but foolishness, and how our conscience pricks. We should reverse and beat it back, to where we left the track, and hike the straight and narrow, never stopping to look back. At first the journey may seem hard with old Nick on the job, and every impulse urging us, to mingle with the mob, but we must fight if we would win, and it is worth our while, to change the old life for the new, and for the crown, a smile.

THE NEW TARIFF COMMISSION.

Senator Simmons has announced that he will support President Wilson's plan for the creation of a "tariff commission," to be composed of men who are especially fitted to discharge the duties which will devolve upon them.

Congressman Claude Kitchin says that while the idea does not strongly appeal to him he has no intention of actively opposing it and that he believes the plan will be carried through.

The principle of a tariff commission is a good one and will be greatly endorsed by many Republicans as well as Democrats. That principle is that no tariff measure shall be considered by congress without the possession of proper and exact information as to the commerce which the tariff measure would effect.

The function of a tariff commission is to collect such information at home and abroad, to assemble the information acquired in a form that is understandable to the average law-maker at Washington—to put it in a shape at once compact and comprehensive. The tariff commission is expected to act as an expert advisory body to the congress in the formulation of all tariff bills, the theory being that the tariff should not figure so largely as a political or partisan question, but more as an economic problem. Therefore the solution of this most important problem should be entrusted to those especially fitted for the work and who can give their entire time to its study.

We all know what invariably happens under the system now in vogue and which has obtained for so many years past. Even the very best measures of the kind have been the products of compromises between conflicting political, industrial and commercial elements as represented in the halls of congress. Full and precise information of trade conditions has not been and cannot be secured by a congressional committee holding meetings in Washington and mainly dependent for enlightenment upon statements made by people who are personally interested in lowering or raising tariff rates.

The new tariff commission would not depend upon such sources of alleged "information." It will, if created, have larger powers of independent investigation, so large as to minimize, if not altogether escape, the pressure now brought to bear upon the con-

gressional committees by selfish interests.

But the commission will be sure to have its troubles. A commission making recommendations, presumably in the interests of the United States as a whole, will not find all its conclusions hospitably received by a body so largely dominated by sectional influences as is the congress of this country. Local and sectional influences have always been potent in our national legislature—too much so for the general good at times. It is altogether probable that sectional and local considerations will continue to exercise a greater influence than is proper or healthful for the country at large until we create a body of public opinion strong enough to demand and insist that congress shall treat national questions in a broad and national spirit.

It is a formidable undertaking to create such a body, but until it is done and its facts arrayed behind the contemplated tariff commission the effect of the latter's recommendations to congress may not be all that could be hoped for.

It is comforting to believe that the start has been made and this paper is optimistic enough to predict and expect the fruition of President Wilson's hopes during his second term in office, embracing what today promises to be four of the most prosperous years in history.

President Wilson has been talking mighty good sense in his swing around the country and the arguments he presents in support of his preparedness program are unanswerable. He frankly tells the people why changed conditions make necessary the defensive program now proposed. The President has been doing some serious thinking since congress adjourned last spring and is not seeing things through glasses darkly. His convictions upon the question of preparedness are deep and sincere and, while the defense program has appeared to be lagging for some weeks, the masses of the people are coming around to his way of thinking. The President's recent speeches show him to be patriotic American who places country first in the discussion of world-wide problems. He very appropriately suggests that while this country has succeeded in staying out of the European conflict so far, it may yet be drawn into the vortex and would therefore, be adequately prepared for any emergency. Indeed, for who knoweth that the morrow may bring forth? Better be safe than to be sorry.

In a lengthy communication to the Greensboro News Marion Butler "takes a fall out of National Committeeman E. Carl Duncan, whom the former populist dubs as a "Simmons Republican." He mentions no name, but Mr. Duncan is the man he is after and a blind man can read between the lines.

THE PROBLEMS OF RETAIL TRADE

Number One.

This is the first of a series of editorials on the above subject of much importance. It is hoped that it will make some useful suggestions, both to the public and to the merchants.

This is a period when many people buy for appearances, rather than for durable values. If an article looks attractive, many people will buy it, even if their own judgment and the store people warn them it will not give durable wear. As durable goods are often not stylish and as stylish goods are often not durable, the merchant is a good deal puzzled as to which quality the public really values the more highly.

There are probably not so many good judges of the value of fabrics as in former years. The old timers, even in making a small purchase, scrutinized it very carefully and deliberated thoughtfully, often asked the advice of neighbors and friends.

Today the thought that used to go into the matter of year is devoted to the question of style or fit.

Modern science has developed many methods of making cheap goods appear attractive. One merchant said the other day that though he had been in business 20 years, he was frequently unable to detect the presence of poor material, so cleverly is it concealed. So he had to ask the salesman what the goods were made of, and had to depend on their honesty, as evidenced by past dealings and the record of the houses they represent. If an experienced dealer is thus sometimes deceived by clever imitations, the general public is even less able to buy on its own judgment alone.

So the public depends more than ever on the honesty of the men with whom it is dealing. Here comes in the advantage of dealing with the merchants near one's home. They can't afford to sell goods that are not as represented. A sale made under a misunderstanding or false impression is left handed advertising of the worst kind. The success of the home merchant is dependent upon selling goods for just what they are.

HENDERSON COUNTY TAXES.

Citizens of Henderson county pay a per capita tax of \$4.56, according to the University News Letter. Five counties in the State pay at a higher rate. Iredell leads with \$6.91 per capita, while Yancey brings up the rear with only \$1.36 cost for each individual.

To some of our people Henderson's figures appear unnecessarily high. But are they? We think not. Progressiveness costs money, and Henderson county is in the van of forward-moving counties. Her population is not great; her per capita wealth is relatively low. But few counties—certainly none but Buncombe—in Western North Carolina—can point to more thorough and substantial improvements.

The county has more than 300 miles of modern and improved roads, most of them of the sand-clay type. Heavy traffic on them is possible every month in the year. And the end of road work is not yet. Her county buildings are justly her pride.

Surely the city of Hendersonville has no reason to feel ashamed of its physical appearance. It is in every respect a modern and slightly town Miles upon miles of hard-surfaced streets and sidewalks; water-works and a sewerage system; fine public schools; all these constitute but a part of the public improvements that have made taxes mount up. But aren't they worth having, and paying for?

There is no question but that these very things some complain of, are what bring to Henderson county every summer more people than to any other mountainous county, except, perhaps, Buncombe. They are business getters of the very first rank.

The citizen who would go back to former primitive conditions in order to save a paltry dollar each year, is an undesirable one. Let him pack up and move to a cheap county where he will find things congenial. Henderson will not miss him.

EARNINGS OF NEW YORK BANKS.

As evidence of the prosperity of the country the New York World tells of the average earnings of the leading financial institutions of New York city during the past year. The article is headed "More Proof of Coming Ruin," and shows up the Republican arguments in a bad light.

The national banks of the city earned on an average last year \$1.4 per cent. on their capital contributed by stockholders. But we are glad to say that some of them bettered such beggarly profits. The National City earned 24.1 per cent., the Chatham and Phenix 37.3 per cent., the Liberty 62.4 per cent., while Mr. Baker's First National scored a paltry 71.6 per cent., which enabled it to pay a 50 per cent. dividend of \$5,000,000 and carry \$2,164,000 to surplus.

These banks were all dragged into the Federal Reserve System during the year, and this may partially explain the poor showing. Some eminent bankers denounced that system as not only "unconstitutional" and "socialistic" but as "confiscatory." Banking profits of 71.6 per cent. will prove up the element of confiscation to the satisfaction of everybody. They should do more than this. Like the Steel Trust's net earning of over \$50,000,000 for one quarter and \$105,000,000 cash in bank, they should prove that while the present is rather cloudy the future is black indeed, and only more tariff can save industrial America from being crushed by the competition of Europe's crippled plant and working plant after the war.

HEALTH RULES BY POETRY.

As a means of educating the public in the prevention of the spread of the grippe, health departments in many parts of the country are using rhymes. These are printed and placed in public places by the thousands, and the people are thus effectively taught to use the most ordinary precautions in checking this disease, which is very highly contagious. The death rate in some places from "grip," as it is familiarly known, is very high this year, and Hendersonvillians will do well to heed the timely warnings given by the health authorities here and elsewhere.

There is no known specific cure for grip, and prevention is the only effective means of checking its spread. The most popular of the rhymes being placarded throughout the North runs as follows:

"Cover up each cough and sneeze;
If you don't you'll spread disease."

That more or less eminent apostle of the Progressive Republicans, Robert M. LaFollette, whose services to the Japanese merchant marine (at the expense of American ships and American sailors) will not soon be forgotten by many of the voters of this country, is now an avowed candidate for the regular Republican nomination for president. The Wisconsin statesman never did let concealment, like a worm in the bed, feed on his damask cheek for long at a time.

A TEST WHETHER ADVERTISING PAYS.

In talking recently with a man who has made a large success as an advertising salesman in another place, this question was asked him: "When a merchant says it does not pay to advertise, what do you tell him?"

"I just ask him this," was the reply. "What proportion of the population of this town has been inside your store during the past two months?"

Very few merchants ever claim they have had 10 per cent of the population. Most of the non-advertisers would be glad to get one per cent. A lot of them probably get only a small fraction of one per cent with any regularity.

"Then I say, how are all the rest of the people going to know about your goods? How can they tell whether it would be for their advantage to patronize you or not? If you have good values, or special bargains how do they know about it? A great many of them rarely or never pass your store. The great majority that pass give you only a glance. You are not getting their business, having done nothing to interest them."

"Then I go on," he continued, "to say there are just three ways to get some of this trade now slipping past them. They can send around solicitors from door to door, distribute circulars or hand bills, or advertise in newspapers. The newspaper notice is read carefully where a solicitor is summarily turned down, and besides the advertising is 20 times cheaper than canvassing. And hand bills are chucked into the waste basket, while newspapers are read. If you don't care to use any of these methods, I tell them, most of the people of the town will continue to pass you by without knowing anything about your goods."

These remarks fit here as well as in the town where they are made. A merchant must tell the public about his goods in order to get trade.

SAINT VALENTINE.

It would be an interesting subject for speculation: how far the youth of today distributes sentimental love offerings on St. Valentine's day as his father did before him. Modern young people are keenly alive to absurdities, and the old fashioned sentimental valentine probably would seem ridiculous today.

Most middle aged people, men at least, have memories of Feb. 14, exploits in the period of their teens. It was a time to approach with bated breath. You were desirous of expressing your devotion to your inamorata, and anxious as to how far she would be gracious. The choice of a suitable valentine was a matter of solicitous thought.

The favorite valentine of those days a lacy sort of affair, beautified by elaborate paper cutting and perforation, decorated with gorgeous Cupids and hearts with pictures of clergymen and churches in the background to suggest the goal of marriage. Many hard earned pennies were cheerfully given up for these artistic productions. How one's heart throbbed when finally the love lorn message had been committed to the post office, and was on its way to its adored destination.

A hasty glance at the present day stocks of valentines does not show much of this kind of thing. St. Valentine's day has become a time when young folks, instead of sending one valentine only to some preferred lover, exchange a lot of post cards wholesale.

The young people of today seem a little more normal in the matter of precocious affection. The boy and girl of years ago were too much concerned with the other sex for their own good. Today athletics and social activities take up time and attention in a more wholesome way.

The persistence of an element of the Republican newspapers in advocating the nomination of Justice Hughes of New York, no less volens, is still abroad in the land, while the intimation of Purser Perkins to carry out the apparent intention of T. R. to force the nomination of Teddy by both wings of the Republican party in the two Chicago conventions daily becomes more visible and picturesque on the political horizon.

Mary Ann Butler admits that he is coming back to North Carolina this year to save "the State from democratic misrule and to assist in preventing another democratic administration from getting control of national affairs. Come right along Marion. No better luck could befall the democrats of North Carolina than your presence in the State next fall.

Mrs. Mary J. Merrill, eighty-three years old, mother of B. F. Merrill, superintendent of the Buncombe County home, died at her home in Fairview at 10 o'clock Saturday night.

See Raymond Edwards at the Hendersonville Hardware Company for your hardware troubles.

Avoid Trouble

By Having your Insurance Written by Men who
KNOW HOW!

In all the years that we have been writing fire insurance we have never had a loss that was not settled promptly and to the entire satisfaction of the assured. WHY? Because we represent the strongest and best companies that do business in the United States and when we write your insurance we KNOW WHAT WE ARE DOING. If you will place your insurance with us and comply with your part of the contract you can be satisfied that you are getting the very best and strongest insurance protection that money can buy.

If there is anything you want to know about fire insurance call and see us. WE KNOW THE BUSINESS.

Ewbank, Ewbank & Company

Insurance

Renting

Real Estate

To My Friends:-

I am in some kind
of a Contest.

I don't know much
about it,

But I'm in it.

VOTE FOR ME

When you Trade with

Maxwell's Cash Grocery
W. H. Hawkins & Son
Mutual Printing Co.

Jane Truex

SHACKLES ON YOUR CHICKENS.

Wants Ordinance as to Chickens—
Flowers and Chickens Can't
Thrive Together.

Mr. Editor:

Kinly allow space please for brief discussion of a subject that has been before the people since Noah sighted land.

"Tham" Chickens are right back in my front yard knocking the back step to set old bill, and my neighbor sitting by the window singing "Jesus Lover of My Soul," and to save my life I can't think of any thing but "Hot Times," and am too hoarse to sing that, even if I felt like singing.

How in the Dickens can you love your neighbor as yourself, when his proves unmistakably that he cares not a ding thing for you? If I were to turn my hogs in his flower garden wouldn't he have me arrested. Of course he would, and shouldn't he be arrested for allowing his chickens to run at large all over the neighborhood year after year when he knows they are playing havoc with flower gardens, and have been at it since the very day they left the shell.

Some people have more nerve than others as sure as Moses killed a nigger and buried him in the sand and these "nervy ones" should be "Tapped," and no better time ever was than now—and way is for our city Councilmen to act in conjunction with the Ladies of the Civic League, and pass an ordinance that will require my neighbor to keep his chickens on his own premises or admit that the very moment they cross into my flower garden and begin the "war dance," that they right then and there, become my chickens, and that I am at liberty to put them

in the pot and boil until—I think ready to eat.

Don't Delay, but get busy right this very minute and pass some such ordinance that will give protection to those who are tired "shooing chickens" from morning till night. I don't mean my chickens, but "Tham" Chickens.

Next Door Neighbor.

Best Sole leather, all kinds—Hendersonville Hardware Company. 11c

SILVER TEA.

The Ladies Aid Society will entertain the members of the Methodist church with a silver tea, at the home of Mrs. M. C. Toms on Tuesday afternoon, February 15, from 4 to 6 o'clock.

IF YOUR CHILD IS CROSS, FEVERISH, CONSTIPATED

Look Mother! If tongue is coated, cleanse little bowels with "California Syrup of Figs."

Mothers can rest easy after giving "California Syrup of Figs," because in a few hours all the clogged-up waste, sour bile and fermenting food gently moves out of the bowels, and you have a well, playful child again. Sick children needn't be coaxed to take this harmless "fruit laxative." Millions of mothers keep it handy because they know its action on the stomach, liver and bowels is prompt and sure.

Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which contains directions for babies, children of all ages and for grown-ups.